

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #462720

Mr. J. LaFlamme
N.H. TOBACCO

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear Jeff:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 68 skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Light</i>	12300-24960	<u>2</u>
<i>Light 100</i>	12300-24961	<u>2</u>
<i>Light Men 100</i>	12300-24963	<u>3</u>
<i>FF 100</i>	12300-24962	<u>2</u>

DISPLAY DETAIL (#536645)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

PO #012698

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE:

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$802.79

51844 9303

-2-

B1G1F
N.H. TOBACCO

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY). SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD:

*4 CARTONS; ONE CARTON EACH STYLE: DORAL LIGHT / LT 100 / LT MEN 100 / FF 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$44.10 (3.15 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: H. Battle
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

FEBB1G1F.DOC

51844 9304

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 5
 DATE: 97-12-08
 TIME: 08:21 AM

 WHOLESALER : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>
 TEMPLATE : 800018 80200 DOR FEB B1G1F
 TEMPLATE SEQ : 0023
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112206	112220	706549	BOSWORTH'S MARKET	281 MAIN ST	FREMONT	NH	03044	1		927178	(603)895-4440	
163806	163821	622539	AMHERST MOBIL	75 NASHUA ROAD	AMHERST	NH	03031	1		922252	(603)673-3590	
163806	163823	643590	STEVE'S 101 MOBIL	137 AMHERST RD	BEDFORD	NH	03110	1		917815	(603)472-2763	
163806	163823	699056	MERRIMACK VILLAGE V	601 DANIEL WEBSTE	MERRIMACK	NH	03054	1		925412	(603)424-5371	
163806	163824	718909	CIDER MILL COUNTRY	278 ROUTE 101	AMHERST	NH	03031	2			(603)673-8408	
163806	163823	723710	BON BON'S MOBIL	140 DW HWY	MERRIMACK	NH	03054	2		915595	(603)882-4555	
163807	163826	522669	L'ITALIENS MINI MAR	ROUTE 104	NEW HAMPTON	NH	03256	1			(603)744-6446	
163807	163826	676719	FRANKLIN FAST FOOD	NORTH MAIN ST	FRANKLIN	NH	03235	1		926295	(603)934-2602	
112206	112220	755974	NEWMARKET GETTY	37 N MAIN ST	NEWMARKET	NH	03857	1			(603)659-3263	
112208	112225	737484	FREMONT'S EAT N RUN	198 MILTON RD	ROCHESTER	NH	03868	1			(603)330-0000	
163803	163822	104445	THE VILLAGE STORE	RT 31	LYNDEBOROUGH	NH	03082	1			(603)654-9341	
163803	163821	590299	RYAN'S VARIETY	409 NASHUA ST	MILFORD	NH	03055	5		921155	(603)673-3009	
163803	163821	327791	MINUTE MART	PO BOX 72	TROY	NH	03465	1		916783	(603)242-3830	
163803	163821	487018	TNT GAS CONV. INC.	RT. 101	PETERBOROUGH	NH	03458	1			(603)924-1066	
163804	163822	103082	J-DONS STATELINE	1081 W HOLLIS ST	NASHUA	NH	03062	3		902692	(603)889-7878	
163804	163822	103088	DUGAS MARKET	283 BROAD ST	NASHUA	NH	03063	1		901884	(603)882-4418	
163804	163822	104411	LIZOTTE'S GROCERY	MAIN STREET	GREENVILLE	NH	03048	1		903062	(603)878-2773	
163804	163822	104599	JEANNOTTES MARKET	2 COURTLAND ST	NASHUA	NH	03060	1		902726	(603)882-0161	
163804	163822	508107	TEMPLE ST. SUPERETT	59 TEMPLE ST	NASHUA	NH	03060	1		904649	(603)882-2841	
163804	163822	565855	R & M VARIETY	89 ALLDS ST	NASHUA	NH	03060	1		909853	(603)883-8989	
163804	163822	596375	POTENE'S MARKET	717 W HOLLIS ST	NASHUA	NH	03062	1		920710	(603)881-4382	
163804	163822	601076	MOBIL MAIN STREET	267 MAIN ST	NASHUA	NH	03060	1			(603)595-8557	
163804	163822	643569	KOZY KORNER	147 LAKE ST	NASHUA	NH	03060	1		902916	(603)886-3860	
163804	163822	647037	JAC'S PLACE	72 1/2 W HOLLIS S	NASHUA	NH	03060	1		921304	(603)881-7627	
163804	163822	686968	KIRKPATRICK'S CORNE	125 CONCORD ST	NASHUA	NH	03060	1		924894	(603)880-8452	
163804	163822	687555	SHELL FOOD MART	301 MAIN ST	NASHUA	NH	03060	1		908707	(603)882-3962	
163804	163822	693248	C&J VARIETY	29 CHESTNUT ST	NASHUA	NH	03060	4		925040	(603)889-5170	
163804	163822	697275	BROOKSIDE MINI	RT 101 WEST	WILTON	NH	03086	1		925123	(603)654-6733	
163804	163822	700966	SELLS BROAD ST MOBI	96 BROAD ST	NASHUA	NH	03060	1		904300	(603)883-1451	
163804	163822	703675	SO MAIN VARIETY	590 S MAIN ST	NASHUA	NH	03060	1			(603)888-4401	
163804	163822	743205	EAT HERE & GET GAS	620 AMHERST ST	NASHUA	NH	03063	1		927087	(603)889-3372	
163804	163822	754903	LOCK STREET MARKET	54 LOCK ST	NASHUA	NH	03060	1		903088	(603)595-4908	
163804	163822	774591	THE BRIGHT SPOT	43 E DUNSTABLE RD	NASHUA	NH	03060	1		901401	(603)888-1531	
163804	163822	103075	PALMERS MARKET	76 LOWELL RD	HUDSON	NH	03051	1		905799	(603)889-7898	
163804	163822	233425	SAM & ANNA'S VAR	187 WEBSTER ST	HUDSON	NH	03051	1		912261	(603)889-3441	
163804	163822	728902	GEORGE'S OF HUDSON	71 DRACUT RD	HUDSON	NH	03051	1		926394	(603)889-2160	
163805	163820	411226	THE STORE & MORE	320 SANDOWN RD	EAST HAMPSTEAD	NH	03826	1			(603)329-4939	
163805	163820	650809	U S GAS INC	362 N BROADWAY	SALEM	NH	03079	5		923177	(603)894-4111	
163805	163823	657378	TEXACO QUIK STOP	RT 102 JCT 1 HAMP	LONDONDERRY	NH	03053	5			(603)425-1132	
163805	163820	661045	HOWIE-GLYNN & SONS	COBBETT FOND RD	WINDHAM	NH	03087	1			(603)893-3681	
163805	163820	682602	COLBY CORNER MINI M	RT 121A & RT 111	E HAMPSTEAD	NH	03826	1			(603)382-2862	
163805	163820	683130	SALEM CONVENIENCE	401 MAIN ST	SALEM	NH	03079	1			(603)898-6488	

51844 9305

5N55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 6
 DATE: 97-12-08
 TIME: 08:21 AM

WHOLESALER : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>
 TEMPLATE : 800018 00200 DOR FEB B1G1F
 TEMPLATE SEQ : 0023
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163805	163820	687557	KEV'S COUNTRY STORE	110 N MAIN ST	SALEM	NH	03079	1			(603)898-5436	
163805	163823	705251	EXIT 5 TRUCK	137 ROCKINGHAM RD	LONDONDERRY	NH	03053	1		925552	(603)437-9929	
163805	163820	724669	TOWNE LINE VARIETY	1 GIGANTE DR	HAMPSTEAD	NH	03841	1		926345	(603)329-9300	
163805	163820	733041	C & M GETTY	PELHAM GULF MART	PELHAM	NH	03076	1			(603)635-2828	
163805	163820	767785	COUSINS CONV. STORE	116 BRIDGE ST	PELHAM	NH	03076	1		928002	(603)635-8624	
163806	163823	371559	WEBSTERS FAMILY STO	707 MILFORD ROAD	MERRIMACK	NH	03054	1		915934	(603)889-4885	

PAGE BREAK TOTAL ACCOUNTS 48 TOTAL QUANTITY 67

TEMPLATE TOTAL ACCOUNTS 48 TOTAL QUANTITY 67

51844 9306

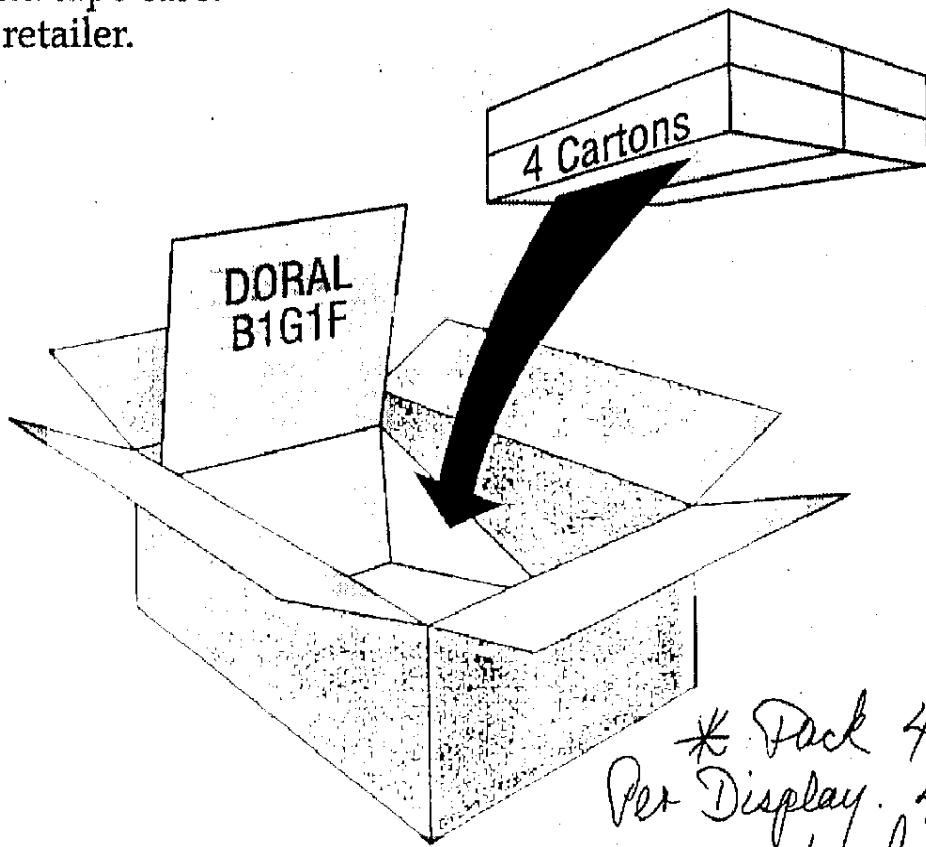
WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98**

February DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



51844 9307

* Pack 4 Cartons
Per Display. 4 Styles
may not be shipped
to all DIRECT Accts.

Item: # 536645**Description:** DORAL B1G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	/	/	/	/		